



Awarding and Promoting Quality Wines From Around The World

## Wine Awards Summary

TEXSOM initially became a co-producer and naming sponsor of the wine competition, then assumed control of the awards in 2015, combining the logistics team and infrastructure of the historical competition with the influence and power of the TEXSOM brand. A plan was implemented to foster the growth and influence of the competition by creating additional avenues to market and exposure for wineries through the extensive sommelier and wine industry network of the TEXSOM entities, while continuing the consumer outreach of the competition and its promotional sponsors. In that time the competition has grown more than 33% and seen diversification to 32 countries and 18 U.S. states represented, spanning suggested retail pricing from U.S. \$2.99 to over U.S. \$700, and vintages as old as 36 years.

TEXSOM International Wine Awards is emphasizing the TEXSOM philosophy of investment in the wine industry and brand-building for all stakeholders.

In addition to the impressive pedigree of the judges, one of the key and unique aspects of the TEXSOM International Wine Awards is the focus on beverage service education and development. The TEXSOM Sommelier Retreat sees the participation of over 40 key sommeliers from around the United States. The group participates in workshops, seminars, presentations, and tastings where they are instructed on such diverse topics as blind tasting fortified wines to evaluating beers, to how to be a good interview source for the media. The group is also mentored on their approach to beverage service while presenting mock service challenges to the participants. The Sommelier Retreat participants are integral in the preparation of the wines for the competition, and with the help of distinguished sommelier writing mentors, create tasting notes on select medal-winning wines. Each note is highlighted as Featured Wines on the TEXSOM International Wine Awards website and other promotional pieces over the course of the year. By entering wines in the TEXSOM International Wine Awards, wineries support the education and growth of these future tastemakers and benefit from increased exposure to this key audience.

The TEXSOM International Wine Awards team looks forward to working with the entire wine industry to identify and champion wines of quality and distinction from around the world.

### 2020 Wine Awards Profile

**2,875**      **2,065**  
Entries      Awards

#### Awards Organization:

63 Judges  
61 Sommelier panel members  
80+ Team members

#### Awards Partner:

*The World of Fine Wine*

#### Media Partner:

*Art Culinaire*

#### Corporate Sponsors:

Republic National Distributing Company  
Southern Glazer's Wine and Spirits  
Acqua Panna  
Balzac Communications & Marketing  
Bodega Numanthia  
Classic Wine Merchants  
Consorzio di Tutela Conegliano  
Valdobbiadene DOCG  
Dao Vinhos  
Diamond Wine Importers  
Fortessa  
New Zealand Wine  
San Pellegrino  
The Cultured Cup  
Wine Australia  
Wines of Portugal  
Wines of South Africa

"I have never seen such a high concentration of the best palates in the country at one place in my life. Wineries that receive awards from the competition can be assured that the best of the best deliberated tirelessly on those decisions."

Maximilian Kast MS



We invite you to submit wines for tasting and award consideration at the TEXSOM International Wine Awards to be held April 25 – 27, 2021.

### **SUBMISSION DEADLINES AND ENTRY FEES**

#### **SUBMISSION PERIOD**

Now through March 28, 2021

#### **Wine, Mead, Sake**

\$95 + 4 bottles per online entry

#### **Cider**

\$95 + 6 bottles per online entry

#### **Spirits**

\$190 + 2 bottles per online entry

*Please do not ship entries at this time.*

*Shipping information to be released soon.*

#### **LATE SUBMISSION PERIOD**

March 29 - April 11, 2021

#### **Wine, Mead, Sake**

\$105 + 4 bottles per online entry

#### **Cider**

\$105 + 6 bottles per online entry

#### **Spirits**

\$200 + 2 bottles per online entry

*Wines must be received by April 13, 2021*

### **BENEFITS FOR AWARD WINNERS**

- Award-winning wines announced via social media, email messaging, website, and press release.
- Exposure to TEXSOM's international network of sommeliers and wine buyers with a tasting of medal-winning wines at the TEXSOM conference tasting events in August 2021.
- Award-winning wines featured on the TEXSOM International Wine Awards website and social media throughout the calendar year.
- Results available through the TEXSOM International Wine Awards searchable online database.
- Award-winning wines featured at events throughout the country through wine tastings, wine dinners and special events with restaurant retail partners.
- Recognition of the quality of your wines by a group of the best palates in the country, including the judges and the sommelier panel participating in the Sommelier Retreat. The Sommelier Retreat is unique to TEXSOM International Wine Awards. The participants consist of prominent sommeliers from across the country who engage in educational seminars and training exercises utilizing wine awards entrants from current and past competitions.

### **INTERNATIONAL ENTRIES**

- Entries are not required to be registered with an importer or distributed in Texas.
- Wines must be submitted by March 14, 2021 and received by April 13, 2021.
- Non-imported wines require proper documentation in order to enter the United States.

Please submit wines here: <https://awards.texasom.com>

Please send all inquiries to [info@texasom.com](mailto:info@texasom.com)